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MASTODON

A real winner! Most popular everbearer for over ten years.

ALLEN'S BOOK of BERRIES for 1942



RED STAR

The latest real good berry and the best real late one!

HIGH AND DRY

IN THE strawberry industry as in others, each year brings its own special problems. The effect, as well as the cause, of one of the most serious things at this time is accurately expressed by the words "High and Dry". Strawberry plant prices in 1942 will be HIGH because the summer and fall of 1941 were so very DRY.

The shortage of strawberry plants this year is really serious. All sources of information indicate 40% or less for the country as a whole. Our own supply is much better than the average but it is not over 50% of normal. Not for over 25 YEARS—since before the first world war—have the available plants been so limited. Mr. W. F. Allen says that he cannot remember a single year in his entire 57 years growing plants, that the crop was any shorter. 1930 was just as hot and dry as 1941, but rains came earlier and enabled more of the runners which had been formed to take roots and make good plants in Fall 1930 than in Fall 1941.

Regardless of weather, some increase in prices would have been necessary this year. Labor, crates, packing materials and all other costs are higher. Such increases, however, would have been more moderate.

The seriousness of the plant situation is emphasized by several of our less important varieties of which we normally grow only a few rows. The crop of several of these is so short we have barely enough for our own re-planting. We will have no plants to sell this year of BELLMAR, SOUTHLAND, ELEANOR ROOSEVELT, GIBSON, OREM, CLERMONT, CULVER, SHELTON, HEBRON, NEW YORK and SAMPLE. In addition, DAYBREAK, AMBROSIA, MASSEY, CHAMPION and GEMZATA are offered only by the hundred or less. We are not trying to scare anyone but we do think our customers are entitled to the facts. We believe the facts are as presented above and are not exaggerated. Unless there is a very drastic reduction in planting, growers who order late are very likely to be disappointed in getting the varieties they want, if indeed, they can get ANY of the better kinds.

So, let us urge you to order early and reserve the plants you want for prompt shipment when you want them. Our 57 years of experience is your guarantee of getting good plants, true to variety name.

Maytime—Fine
berries and the
earliest of all



\$\$ STRAWBERRIES PAY \$\$

PRICES

are going to be good, and even very good this year and next, '42 and '43. You probably ask Why? HOW DO YOU KNOW? It's very simple. Because there will be more money and fewer berries!

That there will be more money seems certain, considering the many billions being spent for our country's defense, and for other things.

That the crop of fruit in 1942 will be small is easily seen. Dry weather has caused such poor fruiting beds that a large crop just can't be produced.

The fruit crop in 1943 will be smaller than normal for several reasons, but the most important are these two. First, scarcity and higher cost of planting stock this year. Second, fear of labor shortage, or

actual labor shortage.

For 1943 we believe you larger growers who must hire most all of your help should reduce your plantings somewhat. For those of you who have large families to help, or who have a small group of reliable, steady workers, there is a good chance to cash in with berries from even larger plantings than usual.

The above represents our honest opinion of the situation at this time and we hope it will be helpful to you all.

PROFITS

\$500.00 Per Acre

A "banner year with berries" is in sight for those growers who by taking advantage of the favorable factors under their control, produce a heavy crop of fancy berries. \$300 to \$500 per acre, and more, too, in some cases! We can name berry men who made \$1,000 per acre even in 1941.

The Bureau of Agricultural Economics "Outlook Issue" of October, 1941, states, "It is probable that costs of production and marketing will increase somewhat, but it is likely that the increase in demand will result in price levels (for all fruits) sufficiently above those of recent years to more than cover increased costs."

Larger profits from higher prices—that's good. So this is the time to pile up the profits with higher yields. A part of every crop must go for expenses, plants, fertilizer, labor, crates, etc. Low yields may therefore mean little or no profit. Good yields will mean good profits left over after expenses are paid. Extra yields of fancy berries will bring a smile to your face and a bulge to your bank account.

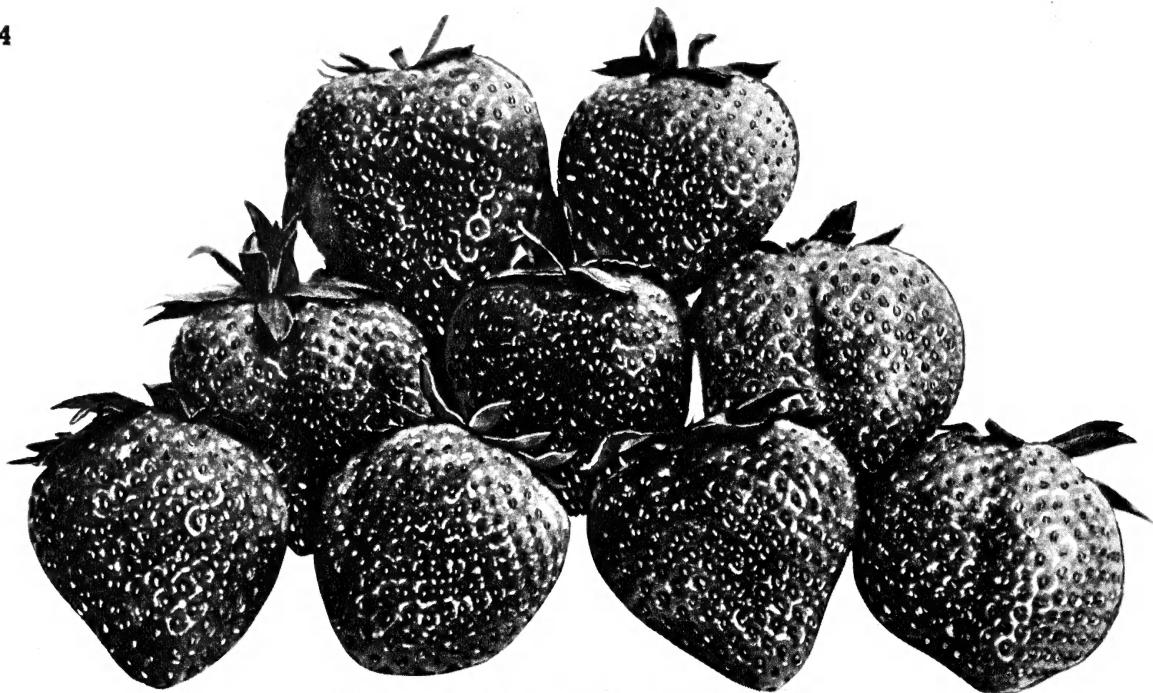
Here's a 9-point program to help you get those extra berries and higher profits.

1. Select good land—the best you have, and give it thorough preparation. (See page 28.)
2. Get good plants of fancy high yielding varieties. (See page 34.)
3. Set the plants early. No one thing is more important. (See pages 18 and 28.)
4. Follow good cultural practices as outlined under "Common Sense Methods," pages 28 to 31, especially in regard to cultivation, fertilizers and mulching.
5. Don't set too many. Grow all you can get the help to handle but don't overload.
6. Stretch out the season with a succession of fancy varieties. It will enable you to handle more berries with the same number of pickers.
7. Pick and pack carefully. Careful handling means higher prices any time.
8. Market promptly using clean, bright crates and baskets.
9. Study possible markets and make use of the ones that pay best. Wholesale produce markets, local auctions, roadside markets, sales to grocers, restaurants, hotels, etc., sales at the farm by the quart or by the load are all methods in wide use.

Merrimack Co., N. H., April 7, 1941. "I had a record yield from the plants I put in the year before. From 3,000 plants, which included about 2,000 Catskill and the rest in Premier and Fairfax, I had a yield of over 3,000 quarts, every box of which sold wholesale for no less than fifteen cents. And were they talked about! Even today people remind us of our wonderful berries, and I am always glad to let everyone know they were Allen's plants. They were called strawapples up here. Cool, wet weather during the growing season gave them a size beyond compare. The best part of it all was, the size held up. Thank you for your service."—Mr. Samuel S. Richmond.

Duchess Co., New York, July 4, 1941. "For the first week of the picking season I was sick. I hated to go near my strawberry patch, but then we had a beautiful rain and the response was wonderful. About a week later we had more rain. We picked about 12,000 quarts from a little over one acre. Lost a lot from rot caused by not being able to get them picked for several days. The Catskill came through with flying colors. With me, Pathfinder is very good also. Let me know how the new Darrow varieties show up, especially the Redstar. This has been my most profitable strawberry season."—Mr. E. B. Underhill.

Hamilton Co., Ohio, March 29, 1941. "This is the seventh year I have bought Allen's plants. During the last three years my small patch in New Jersey has yielded at the rate of 12,000 quarts per acre, one-half Mastodon, one-half Fairfax and Premier."—Mr. H. V. Noble.



PREMIER

NUMBER 1 IN THE HIT PARADE!

Most Dependable Variety of All for High Yields and Large Profits

YOU'D THINK JACK FROST WOULD BE DISCOURAGED!

For 25 consecutive years Premier has fought off all attacks of spring frost and has come through with a bumper crop of big berries. Crops of 10,000 quarts per acre and profits of \$500 to \$1,000 per acre have not been uncommon.

After it was introduced in 1916, popular approval of Premier swept almost like wildfire through all the Middle and Northern States. It is still our leading berry even after the introduction of many fine new varieties. In 1941 our sales of Premier were more than 2 to 1 over Catskill which was second on our list. Almost 3 to 1 over Fairfax which was third.

In Canada, New England and all our Northern Border States, east of the Rocky Mountains, Premier is the mainstay of all early varieties. In higher altitudes as far south as Virginia, North Carolina and Tennessee, Premier is O. K., but has much competition there from Fairfax, Dorsett and, in flat land areas, Blakemore.

Premier berries are of good quality and are very attractive. See colored picture on back cover. Both the quality and the appearance of Northern grown Premier are somewhat better than those grown in states farther South than Pennsylvania, if soil and moisture conditions have been about equal.

The plants make a vigorous growth and no variety has healthier foliage. There is little difficulty in getting a good fruiting bed from our stock of Premier if plants are set early before they have made too much growth and while the soil is still cool and moist.

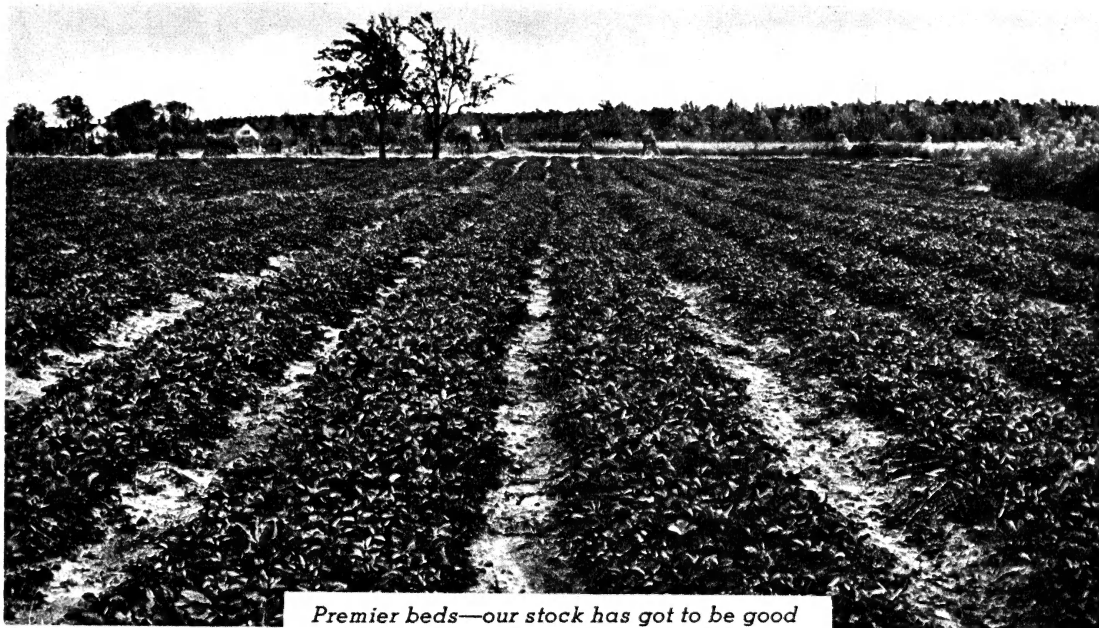
Some commercial growers, mostly in the north, who set fairly large quantities of Premier, have had really amazing results with our Premier plants shipped in March. Plants were held in cold storage at 32 degrees Fahrenheit until local soil and moisture conditions were at their best. The results have been uniformly good and we recommend the practice where cold storage facilities are available.

Right here we want to brag a little. We honestly believe our Premier plants this year are the best to be found anywhere. The field of plants we used for setting in 1941 was rigidly inspected and found free from red stele, spring dwarf and other injurious insects and diseases. It was so vigorous that runner plants had covered the ground almost solidly. As would be expected, we have this year from this stock the best beds of Premier of anybody in this section. In spite of the very severe drought, we have several acres of plant beds just as good as the one pictured here. With the drought the individual plants may not be quite as pretty as usual, but this stock has proved its ability to "take it" and come through like a Champion.

IT'S SAFE TO STICK WITH ALLEN'S PREMIER.

If Premier has a weakness it arises from the fact that it sets so many berries. Normally they are medium to large in size, but in very dry years, especially in places where beds are densely set, the plants cannot size up all of the tremendous crop which it produces. This same factor of great productiveness may be a big asset in sections where weevil or other insects claim a part of the crop.

Furthermore, it is when this tremendous productiveness of Premier finds conditions of soil fertility and moisture favorable, that *Records are made* for yields and profits.



Premier beds—our stock has got to be good to make beds like these in such a dry year.

PRODUCTIVENESS, PROFITS . . . PREMIER

There's the Answer

Here is a letter from Mr. Arthur R. Garner, of Washington Co., Pa. It is typical of many we receive from Northern States, and explains exactly why we sell more than twice as many Premier plants as any other variety. Mr. Garner writes: "I am certainly proud to say that from the 2,000 plants I ordered from you in 1939 I produced one of the best berry patches in my neighborhood. For *productiveness* and *profits* give me *Premier* every time. Enclosed find order for 2,500 more PREMIER PLANTS."

A tribute to the hardiness of Premier comes from Mr. Parke A. Jacobs, of Brooke Co., West Virginia, who writes: "Can you name a variety which will compare with Premier in frost resistance?" He made no further comment about frost resistance, assuming that if it were as good as Premier in that respect, nothing more need be said.

The following interesting comments were received June 2, 1941, from Miss Emily Feldman, of Rensselaer Co., New York: "You may not be familiar with my name, but nevertheless I am a steady customer of yours. I have never ordered plants from you directly but always through my club agent. During the past years I've planted thousands of strawberry plants from your stock with extraordinary results and with unbelievable yields. I have planted Premier every year and have also tried Catskill which has become ever so popular with me. This following spring I will most certainly order plants again, but only Premier and Catskill, varieties that I can depend on. Mr. Dorrance, my club agent, once published an article in our leading newspaper about my fabulous yields and quality berries." *Price list, page 35.*

FAIRFAX

FAIRFAX WINS WHERE TASTE-TESTS ARE MADE!

IT TOPS THEM ALL IN QUALITY!

FIRST CHOICE OF CONSUMERS!

Whenever consumers are offered a choice of several varieties as with sales at the farm or roadside market, Fairfax practically always sells out first—unless the Fairfax price has been put way up to force the sale of other kinds. Some growers report that their trade, having tasted Fairfax, will have no other kind. Except for the problem of stretching out the season, they would go ALL-FAIRFAX.

Enthusiasm for Fairfax continues greater than for any other variety we have ever known, probably because the extra fine quality in Fairfax is backed by so many other fine attributes, such as beauty, firmness, size, vigor and productiveness.

The berries are beauties. When first ready to pick, they have a rich, medium red color, resembling Chesapeake at their best. They have fairly prominent golden yellow seeds which help protect the berries and add to their showiness. After several days Fairfax berries turn quite dark, almost purple, which may become a sort of trademark. It is important at each picking to get all the berries that are ready to pick. A main disadvantage of the dark color is that berries missed at one picking will still be firm, but dark, at the next.

Extra large size of the first berries is another thing for which Fairfax is notable. The later berries on the clusters are not quite as large, but it has been found that rich soil or heavy manuring is quite effective in sizing all of the Fairfax crop to a good marketable size.

In firmness, as well as quality, Fairfax stands at the top. If picked carefully when first ripe, we believe Fairfax will keep longer than any other leading variety; not even excepting Blakemore, the great Southern Shipping berry.

Plant growth of Fairfax is vigorous and healthy. It is similar to Premier but the leaves are generally a little larger, more cupped, and a deeper green color. Plenty of plants are made for a good fruiting bed in most cases and on very rich land some restriction of runners may be helpful after a well spaced row has been formed.

Fairfax is a heavy cropper. It is not quite as heavy as Premier and Catskill as a rule but crops of 5,000 to 8,000 quarts per acre are not unusual. We have obtained as many as 10,000 quarts per acre on a small plot.

As with Dorsett, Fairfax gets its wonderful quality from its Royal Sovereign parent. From Premier, the other parent, Fairfax gets health and vigor of plant growth, productiveness and a large amount of hardiness.

When grown in the Southern and Middle States, Fairfax is an early berry, being only a day or two later than Premier and Dorsett in this section. Farther north this difference is greater so that in New York and New England it becomes a mid-season berry.

In spite of dark color on holding, Fairfax is finding a place as a commercial berry. As a home garden or local market berry Fairfax is already at the top. The decision to be made is not "Shall I plant Fairfax" but "How many can I handle." Price list, page 35.



*They Like to pick
FAIRFAX*

These letters indicate the wide territory where Fairfax is grown and appreciated

EXTRA LARGE BERRIES

Licking Co., Ohio, April 23, 1941. "Received your last 500 Fairfax plants and wish to thank you for them. Have all of the 2,000 planted and they are doing well. They were a fine bunch of plants, much better than the ones I got a couple of years ago from another company. Our neighbor got some Fairfax plants from you about five years ago. Sure were swell berries. Thirteen berries filled a quart basket. Sure hope these are the same kind."—Mr. Floyd S. Mossholder.

FAIRFAX DO FINE

Baltimore Co., Md., March 3, 1941. "Thank you for your very attractive Book of Berries received a few days ago. The Big Joe you sent me last year are doing fine. The largest part of my strawberry bed is set out to Fairfax. They have done fine."—Mrs. Mary Dallmann.

MANY BERRIES 5½ INCHES IN CIRCUMFERENCE

Rockingham Co., N. H., May 15, 1941. "I never saw anything like the Fairfax berries I had last year from your plants. They were wonderful. Many of them measured 5½ inches in circumference. All berry right through, no hard core or hollow place."—Marguerite N. Franklyn.

NICE PLANTS, TRUE TO NAME

Montgomery Co., Pa., April 14, 1941. "Enclosed you will please find order for 1,000 Fairfax plants. Hope they will run true to order as the orders I have received from you. They were certainly fine."—Mr. Allen H. Landis.

"I WANT FAIRFAX"

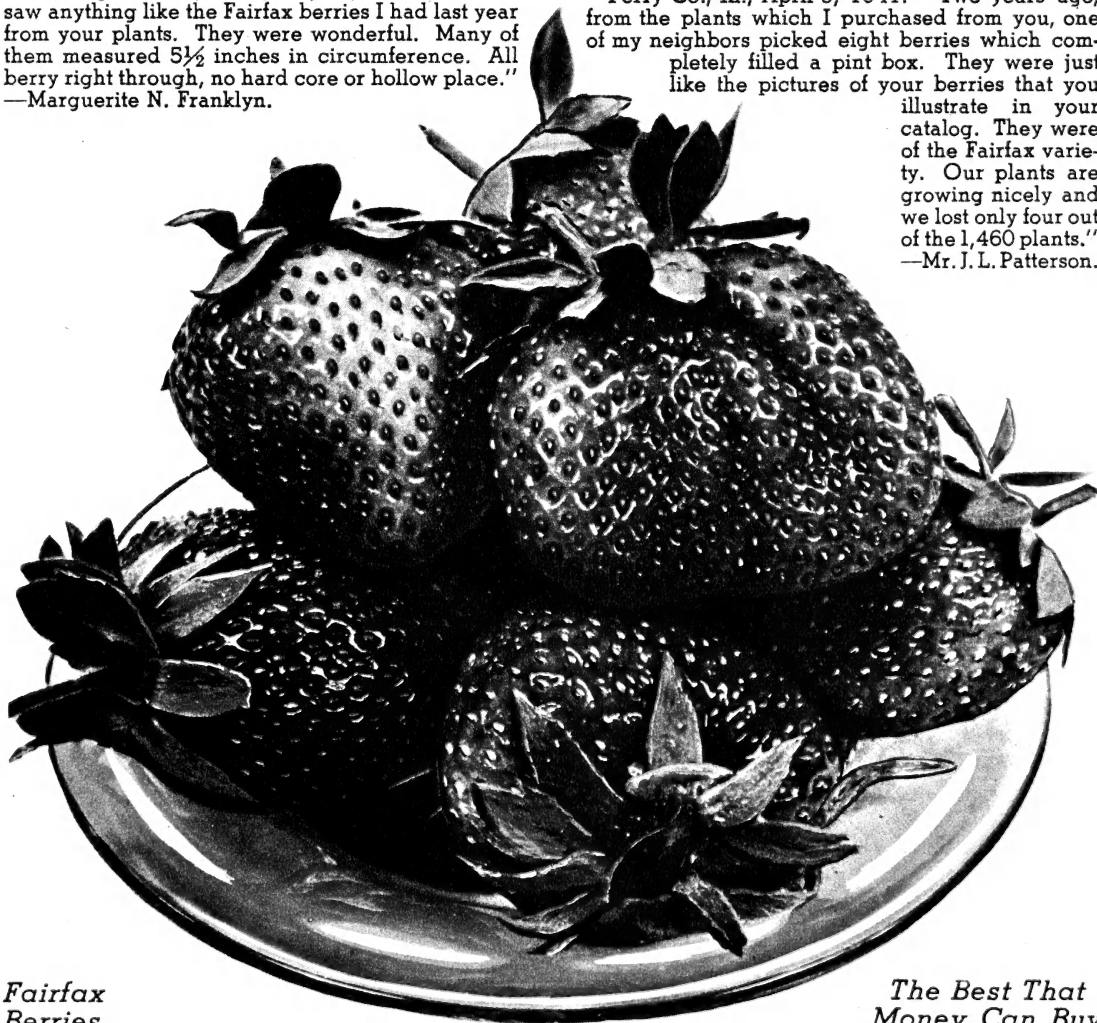
Morrow Co., Ohio, April 28, 1941. "I want more Fairfax. This is the fourth order I have sent this year. Our own plants have done so well and the berries in the past have been of such quality that several of my friends have asked me to get plants for them."—Mr. W. I. Marlow.

FAIRFAX BERRIES BEST IN ALABAMA

Jefferson Co., Ala., November 19, 1940. "I sell my berries to private families of this city and they say these Fairfax berries are the best they have ever eaten, sweet to the center."—Mr. W. M. Gage.

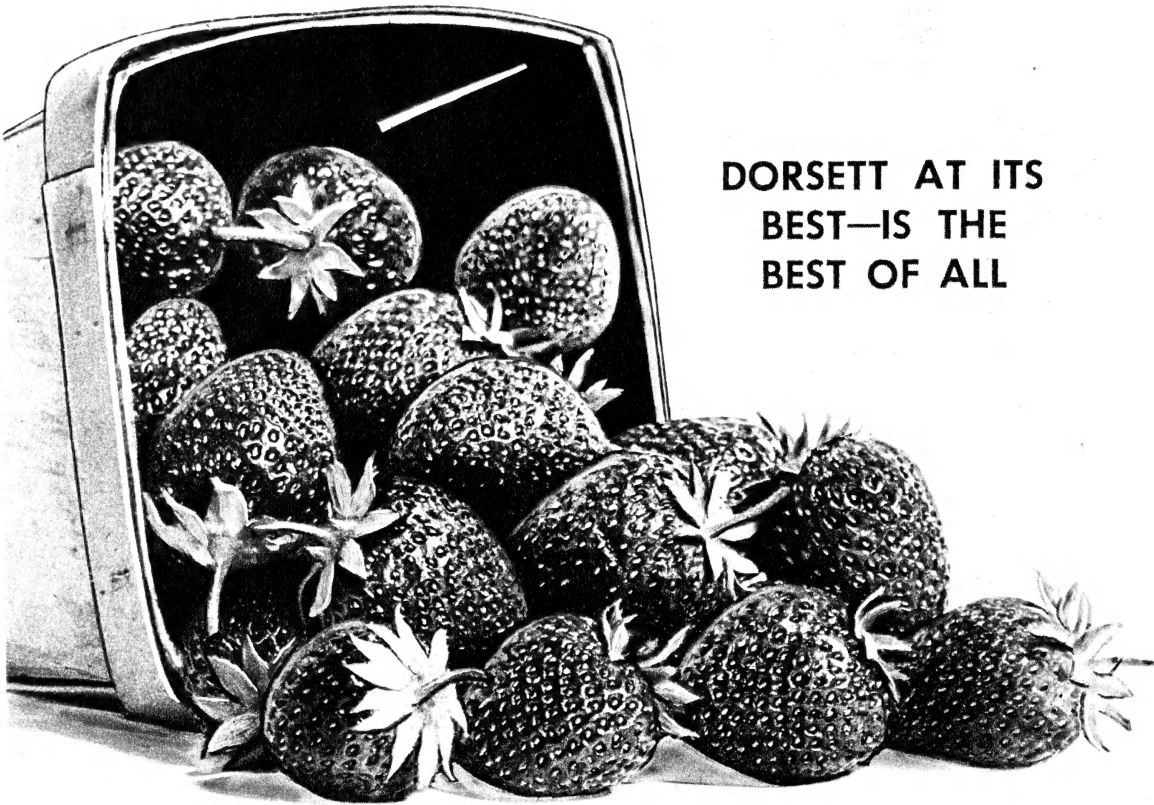
EIGHT BERRIES FILLED A PINT BOX

Perry Co., Ill., April 9, 1941. "Two years ago, from the plants which I purchased from you, one of my neighbors picked eight berries which completely filled a pint box. They were just like the pictures of your berries that you illustrate in your catalog. They were of the Fairfax variety. Our plants are growing nicely and we lost only four out of the 1,460 plants."—Mr. J. L. Patterson.



*Fairfax
Berries*

*The Best That
Money Can Buy*



**DORSETT AT ITS
BEST—IS THE
BEST OF ALL**

DORSETT

**AMAZING CROPS OF BEAUTIFUL BERRIES WHEN CLIMATE AND
CONDITIONS ARE RIGHT**

As many as Premier! And such berries! They are larger, firmer and far better in quality than Premier. In fact, Dorsett is the most delicious of all berries except Fairfax and some think it even equals Fairfax. The berries are very beautiful, too—a bright rich red, which darkens very little on holding.

Our records show that Dorsett has been the *most profitable early berry* we have ever had, although Blakemore is grown more generally in this section. Where Dorsett is to be shipped some distance it should be kept picked fairly close and shipped direct to market. Dorsett is not a favorite with auction buyers at shipping point, but where it is well grown it sells with the best on either wholesale or retail markets.

Dorsett prefers a climate not too severe. From the latitude of North Carolina and Tennessee to Southern New England, or slightly further North

in protected locations, Dorsett is superb. Under severe conditions of frost and cold, Dorsett just can't "take it" like Premier, Fairfax and Catskill.

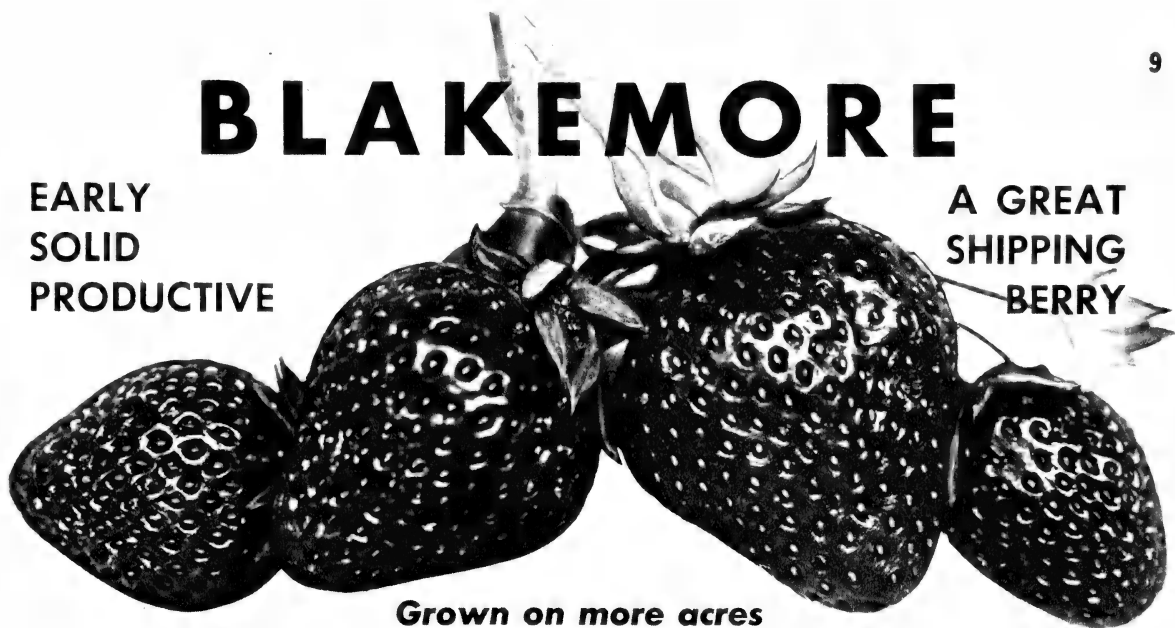
Dorsett too vigorous? Individual plants of Dorsett from a well set row are not always as robust as Fairfax and some others, but when set early under even *fairly* good conditions, Dorsett makes a truly remarkable growth. Too many plants are likely to be made. If they are limited to four to eight plants per square foot of fruiting row, it will be easier for Dorsett to set a crop and the berries will be larger, prettier and better in quality.

Why not include some Dorsett in your order this year? You may be one of the lucky ones who can grow it at its best. *Price list, page 35.*

BLAKEMORE

EARLY
SOLID
PRODUCTIVE

A GREAT
SHIPPING
BERRY



***Grown on more acres
of land than any other variety of Strawberries on Earth!***

Blakemore is the best early shipping berry the Southern States have ever had. It does well as far north as Maryland, Southern New Jersey and the Ohio Valley. It is not recommended farther north. The remarkable popularity of Blakemore in these Southern and lower Middle States is based on performance alone. It has revived the industry in many areas. Here are some of the reasons:

Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions.

Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety ever known and still make money for the grower.

Berries are very firm—ideal for long distance shipping.

Berries ripen uniformly all over and have a bright attractive color which they retain even after they get quite ripe.

Blakemore berries are most popular with commercial canners and packers. At times they will take no other variety. The fact that the berries are quite tart as well as firm may partly explain this. As fresh fruit they must have sugar added to be good.

Blakemore berries are medium to large in size when beds are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Yellows resistant plants.—Our stock of Blakemore this year is not extra large, but it is your best bet for steering clear of the yellowing which is common to most Blakemore. Due to the nature of this yellowing, it is not possible to promise yellows-free plants. We can say, however, that the field from which our stock plants were set did not show any yellowing, nor does the field show below which we are offering our plant customers this spring.

When in doubt, plant Blakemore—ALLEN'S Blakemore.

Southern growers cannot go wrong with this variety or this stock. Price list, page 35.



MAYTIME

THE EARLIEST OF ALL

This is a brand new variety, released for introduction by the U. S. Department of Agriculture only last year. The Department Circular states: "The Maytime is being introduced as the earliest variety of high quality in Maryland. It is recommended for trial from Virginia to Southern New Jersey and westward to Oklahoma and Kansas."

"Compared with Blakemore, under normal conditions it has been some four days earlier, much sweeter in flavor, deeper red in color and about as firm. It has produced well in matted rows."

"It has been earlier, firmer and more highly flavored than Premier in Eastern Maryland."

"It has not been so large as Dorsett, but has set

more of its flowers and has been earlier and firmer than that variety and sometimes as good in dessert quality."

"Maytime blooms so early that its first flowers are sometimes injured by frost. When this occurs ripening is somewhat later than normal and the yield reduced."



**Berry
Bed in
Bloom**

With us, Maytime makes a vigorous, healthy growth with plenty of plants for a good fruiting bed, often needing some thinning. The blossoms have plenty of pollen for perfect fruit and the plants are fairly productive. The berries are usually larger than Blakemore and even more attractive in appearance. (See picture on page 2.)

Maytime is a promising variety that many growers will want to try because it is so very early. Price list, page 35.

NORTHSTAR

Northstar makes a vigorous, healthy plant growth, with probably the largest individual plants of any variety we have.

The berries are pictures—rather long, broad-shouldered, brilliant red in color, with plossy skin and prominent yellow seeds—real beauties.

The flavor is outstanding—not as sweet as Fairfax but rich and aromatic—a real strawberry taste.

The largest average size of any variety we have.

Productiveness here is rather light (2,000–2,500 quarts per acre last year).

The name Northstar was selected by the U. S. Department of Agriculture because it was felt that the variety was particularly adapted to northern conditions. But it hasn't worked out that way so far. Yields there are not up with ours. Note these comments.

"Had a few beautiful berries of Northstar, but for a profit I would have to get \$1.00 per quart." — Mr. E. B. Underhill, Dutchess Co., New York.

"The Northstar is just no good. They were certainly well named. Only one to the planet." — Mr. F. L. Horning, Otsego Co., New York.

"Of six varieties I planted two years ago only one was a total failure, Northstar. They made the strongest plants, but no berries. A row of 50 feet produced about two quarts." — Mr. Otto Jaronitsky, Randolph Co., Ill.

Our yields are better than those quoted above, but even here Northstar should be grown only by those who are willing to sacrifice yield for a few beautiful, large, high quality berries. *Price list, page 35.*

Missionary Leading berry in Florida and popular in other Southern States. Missionary will do well on almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart quality, and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. *Price list, page 35.*

Howard 17 This variety is identical with Premier and the same description applies. *Price list, page 35.*

Senator Dunlap (DOCTOR BURRELL)

An old variety still widely grown in the North Central States. It makes vigorous plant growth and is very hardy in Northern regions. The berries are medium in size, good in quality and have a bright, rich red clear through. It is a favorite for canning. *Price list, page 35.*

FAIRMORE

As would be expected from its parentage, Blakemore X Fairfax, this variety is a high quality Southern shipping berry.

There is plenty of vigor in the plant growth, Fairmore making almost as many plants as Blakemore and larger ones.

Berries ripen about with Blakemore and are even better shippers. They are almost as fine in quality as Fairfax.

Fairmore has the highest Vitamin C content of seven leading varieties tested by the Department of Chemistry in Raleigh, North Carolina, in 1939.

For several seasons Fairmore has been a "best seller" in competition with Blakemore and other varieties shipped from North Carolina to northern markets.

In the very dry spring of 1941, Fairmore was not quite as outstanding as in previous years—yields were down, berries were duller and seemed to get dark almost as fast as Fairfax.

In most years yields have been equal to Blakemore, and tests have shown a greater yield of Number 1 berries.

Fairmore has a definite place as a high quality southern berry, plenty firm enough to ship. *Price list, page 35.*

Daybreak A very early home garden and local market berry for North Carolina and other parts of the South. Better in quality and earlier than Blakemore, Missionary or Klondyke. It's easy to grow a good fruiting bed and the plants are very productive. Worth trying. *Price list, page 35.*

DRY WEATHER and Late Setting

add up to

NO PLANTS THIS YEAR

of

Bellmar

Clermont

Gibson

Southland

Orem

Shelton

Hebron

New York

Sample

Gandy

CATSKILL

Best of the Midseason Berries

**A Real Champion Repeats—and
Catskill Has!**

Bumper Crops for Nine Straight Years!

Except for Blakemore in the South and Premier in the North, no new variety ever took hold so quickly and won public approval so fast as Catskill.

Catskill is proving to be a worthy running mate for Premier. What a team! Dependable for big crops of big berries in all the Northern States and up into Canada. Equally reliable as far south as Virginia, Tennessee and Missouri and in higher altitudes even farther south.

Catskill rates at the top because it ranks high in so many different things which go to make up a really fine profitable variety.



Plant growth is vigorous and healthy. Enough strong plants are made for a good fruiting bed. On very rich soil they may have to be thinned a little. Like most of the New York varieties, Catskill shows a little leaf spot when grown this far south but never enough to affect the crop.

Productiveness is all that could be desired. Here in Maryland it is even more productive than Premier. We believe our record of 32,000 quarts of Catskill on three acres (selling for \$3,500.00) is absolute tops for any field of its size in this section. In New England and New York State, yields up to 15,000 quarts per acre are reported.

Big berries! Catskill will produce not only a greater total yield but a larger quantity of big berries than any other leading variety. Of course there are some medium sized berries but they are "in addition to" not "in place of" a big yield of big berries.

Pretty berries. Catskill fruit has a fresh green cap and an attractive light red color which makes them very showy in the package. The very large primary berries are somewhat ridged but the late ones are smooth and uniform. On holding, Catskill berries turn somewhat darker but not enough to be objectionable.

Firm berries. More solid than Premier, just as firm as Dorsett but not as hard as Blakemore for long distance shipping. If picked when ready and shipped moderate distances, Catskill is firm enough to stand up in fine condition. There is no trouble at all in handling Catskill for local and nearby markets.



Good berries. Catskill is a cross of Premier and Marshall, which with Wm. Belt was the standard for high quality until Fairfax and Dorsett came along. Catskill berries have very good quality. They are somewhat better than Premier and when fully ripe have much of the delicious flavor of the old Marshall. They're really good to eat.

Profitable berries!! Catskill has been a profit maker, and why not? Any sure cropper which produces such big crops of big, luscious berries as Catskill is bound to be a winner. You take much of the gamble out of strawberry growing when you order Catskill for midseason to late berries. *Price list, page 35.*



POPULAR APPROVAL

The berries grown from the plants you sent me three years ago were the finest we have ever grown. The Catskills were wonderful. I had seen pictures of beautiful berries but never expected to grow as fine ones as your plants produced.—Mary Jones, Hancock Co., West Virginia.

Last season we had a wonderful crop of Premier and Catskill from plants purchased from you. The Catskills attracted most attention.—J. A. Culbertson, Kent Co., Kentucky.

Cool wet weather gave Catskill berries size beyond compare. They were called strawapples up here.—Mr. Samuel S. Richmond, Merrimack County, New Hampshire.

I am satisfied that Catskill is the real strawberry both for quantity and quality.—Mr. Richard H. Satterthwait, Burlington Co., New Jersey.

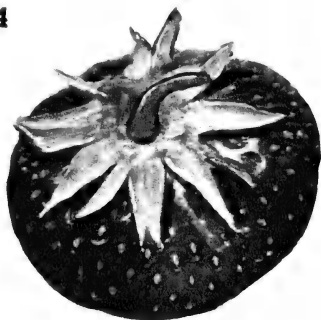
This spring I will order Premier and Catskill, varieties I can depend on.—Emily Feldman, Rensselaer Co., New York.

The Catskill I got from you two years ago went over great on the market last year.—Mr. Roy R. Tenant, Bay Co., Michigan.

The last three years I have raised Catskill. It's a good variety to produce. I didn't know so many berries could grow on a small patch.—Mr. H. M. Graybill, Clarion Co., Pennsylvania.



Picking Catskill — Profitable for both pickers and growers.



PATHFINDER

Pathfinder brought us more money from berries in 1941 than any other variety on our whole list! It usually isn't so good this far south, but it so happened that things broke right for Pathfinder in 1941—three things especially:

- 1 We had enough pickers to keep them picked rather closely, a big help with any rather soft berry.
- 2 A very dry season with practically no rain cut down on scalded and leaky berries—a weakness of Pathfinder this far south in a normal season.
- 3 Our Pathfinder were planted on quite low, springy land—which kept them coming with fair size after other kinds on higher land were practically dried up.

Pathfinder makes a very strong, healthy, vigorous plant growth, with plants very resistant to red stele root disease.

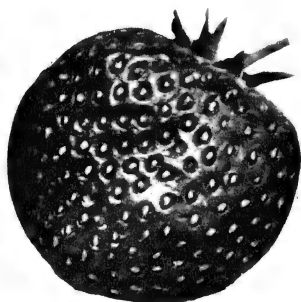
The plants are extremely productive (one of the heaviest producers of all).

Berries average large in size, a very attractive light red in color and ripen evenly all over.

Quality is only fair and the berries are quite soft as grown in Maryland. In the North where both the quality and firmness are better, Pathfinder is finding a place as a very profitable variety for many growers.

Pathfinder was originated by Prof. J. Harold Clark of New Jersey and is recommended chiefly for areas from Central New Jersey north.

If you haven't grown Pathfinder you'll want a few plants to determine if its wonderful productiveness can mean more profits for you. *Price list, page 35.*



BIG JOE • • •

Big Joe, Joe and Joe Johnson are all names that have been given to this fine old variety. Big Joe makes a strong, vigorous plant growth. The individual plants are quite large and usually do not need spacing. The plants are moderately productive and under favorable conditions may be very productive. The berries are large and of very fine quality. A brilliant red flesh color, prominent red to yellow seeds and a big green cap combine to make a very showy and attractive berry. Big Joe berries are fairly firm and in this shipping section of Maryland they have for years sold well on local auction markets, outselling Catskill much of the time.

Reports from growers on Big Joe are usually very good or very bad. Under conditions which suit it, Big Joe is a very fine midseason berry. The weakness of Big Joe is that it isn't always a heavy producer. It is quite susceptible to frost injury. A heavy frost or light freeze may kill the crop. A medium or light frost may "nip" the blossoms just enough to make a lot of misshapen berries with hard, knotty green ends. But keep Big Joe away from frost and it will give really remarkable results.

If you are a Big Joe grower, be careful of mixed plants. We are positive that our stock is straight, but there are dozens of farmers in this section who have Big Joe thoroughly mixed with Lupton. As both are good varieties here and nearly the same season, they don't try very hard to get them straight. We have seen so much of this particular mixture that we have been extra careful on these varieties and can supply you from a stock that is straight. *Price list, page 35.*

Massey A new midseason variety from North Carolina (613). Plants very vigorous. Berries very high quality, large size, light red color and quite firm. Moderately productive.

DRESDEN

The Quantity Berry

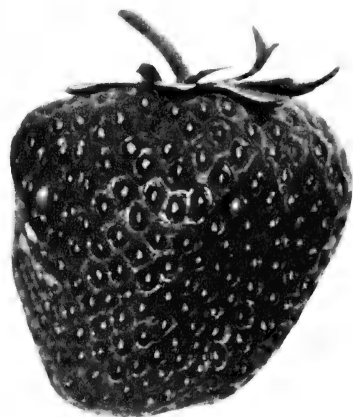
Connecticut "At the Mt. Carmel Experimental Farm Dresden made higher yields than Premier, Catskill or Pathfinder, both in 1940 and 1941."—Dr. D. F. Jones.

Wisconsin "The Dresden I fruited last June yielded more than either Premier or Catskill."—Mr. H. H. Harris, Dane Co.

New York "The yield of Dresden berries we saw at Mr. George Lord's place near Oswego must have been 15,000 quarts per acre. A tremendous crop, apparently slightly heavier than Catskill,"—Albert and Lee Allen.

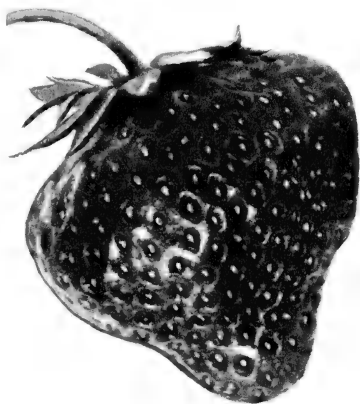
New York "Dresden, I don't like at all. It sets the most tremendous crop of berries but they are of poor quality and average much smaller than Catskill."—Mr. E. B. Underhill, Dutchess Co.

New York "Dresden, although mulched like my other varieties, survived the winter so badly that they show absolutely no promise in returning any profit for my labor."—Emily Feldman, Rensselaer Co.



Dresden is no good as far South as Maryland. It's a fine grower and tremendously productive, but the berries are small and soft and sour. It is even more productive in the North and the berries while not fancy are larger, firmer and better in quality. They are moderately light in color and quite attractive, selling well when high quality is not important.

Dresden has the same parentage as Catskill (Premier X Marshall) and was originated by Mr. George L. Slate at the New York Experiment Station at Geneva, New York. As the above letters show, some in New York State do not like Dresden. Frankly we prefer Catskill even for the North. However, in New York State, in New England and in other states equally far North, Dresden will probably find a permanent place on account of its high-powered productiveness. It is easy to grow and it sure will turn out volume. *Price list, page 35.*



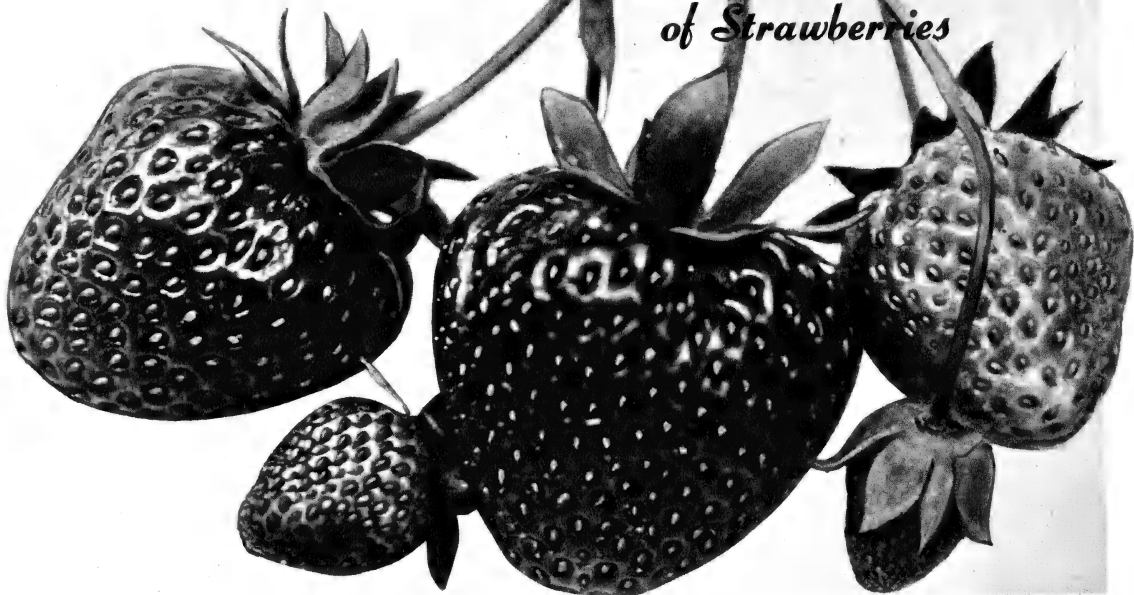
ABERDEEN Aberdeen "just won't do" as far South as Maryland, but from Southern Pennsylvania north it is quite generally grown and often with very fine results. Plant growth is one of the most vigorous and healthy of all, making plenty of large strong plants for a good fruiting bed. Very productive. Likes heavy soil. Berries average quite large in size with a bright attractive color. Quality is rather poor and the berries are not very firm.

Where a good heavy soil is available close enough to market so berries can be picked and marketed promptly, Aberdeen sometimes proves to be a real money maker. In spite of being rather soft, the bright attractive color makes the berries sell well and the heavy yields help pull the profits. Aberdeen is very resistant to the red stele root

disease and is being used widely in breeding red stele resistant kinds. Until better varieties are obtained, Aberdeen may prove especially valuable in Northern States for growers whose soils may have become infested with this disease as well as for those who just do well with Aberdeen anyway. *Price list, page 35.*

CHESAPEAKE

*The Aristocrat
of Strawberries*



This grand old variety has apparently "turned over a new leaf." Chesapeake has always had, and still has, a host of friends who consider it about the last word in fancy strawberries, in beauty, size, rich color, firmness, attractiveness, in all of those qualities which make a strawberry ship well and sell well. But it has generally been admitted that Chesapeake is a shy plant maker and not too productive, perhaps because the plants were not there to produce.

Anyway, this is all changed now. The strain of Chesapeake plants we have had for the last four years has made plenty of plants. Even in this very dry year our beds of Chesapeake are just as good as our Catskill, Fairfax, Dorsett and other free-growing kinds. Yields have been better too, because an ample fruiting row has been made.

Chesapeake is nearly frost proof because it blooms so late in the season. However, it is susceptible to winter injury in very cold climates and should be well mulched some time before hard freezing occurs.

Under normal conditions all Chesapeake berries, even the very last ones, reach a good marketable size. The brilliant red flesh color, the prominent golden yellow seeds and the fresh green caps, make Chesapeake one of the most attractive of all strawberries. The quality is excellent, differing from Fairfax but considered by many close to it in taste and flavor. As a shipping berry Chesapeake stands out.

It's no wonder Chesapeake berries have for years sold at a higher price than any other late berries. They are worth more, these Aristocrats of the strawberry world! *Price list, page 35.*

STARBRIGHT



The Prettiest Berries You Ever Saw
Their Beauty Is More Than Skin Deep

Starbright is a cross of Chesapeake X Fairfax. From such parentage you would expect something fine, and Starbright qualifies. The berries are almost as good in quality as Fairfax, as firm as Chesapeake and handsomer than either of them. They have a delightful aroma.

Selling price is always high. During the 1941 shipping season, Starbright berries *usually* were several cents per quart higher than any other kinds, but they *always* are at the top. On *not one day* when we shipped Starbright did another variety outsell it.

The plants have a beautiful dark green leathery foliage, which is very healthy and vigorous. Starbright makes more plants than the old strains of Chesapeake, sometimes more than our new strain.

Starbright is a moderate but not a heavy cropper, although we have had almost 5,000 quarts from an acre. The berries have a slight tendency to green tips.

Starbright resembles Chesapeake in many ways, but it is slightly earlier and the berries are sweeter, firmer, with a tougher, glossier skin. The first berries are not quite as large as Fairfax, but the average size is somewhat better, running about the same as Chesapeake.

The official U. S. Department of Agriculture circular states, "The Starbright is being introduced as a midseason commercial and home garden variety of great beauty. It is recommended for trial from Virginia to New Jersey and westward to Kansas and Iowa."

Which to grow as a late berry, Chesapeake or Starbright? In the territory suggested, by all means TRY Starbright. As a home garden berry you can't go wrong with it due to the fine quality. As a commercial berry it *might* prove to be more profitable than Chesapeake in sections where Chesapeake is good—or it might prove to be good in sections where Chesapeake does not do well. It doesn't cost much to try it and there is much to gain if it "clicks."—*Price list, page 35.*

REDSTAR *You've been*

You've been writing us year after year for a real good, real late berry that would come along after most other varieties are gone and berry prices are higher.

"We are trying to find satisfactory varieties to extend our berry season over the greatest possible length of time," write Fulwider Bros., Jones Co., Iowa, February 4, 1941.

"I want to get a good very late berry with which to extend our season," says J. A. Culbertson, Kenton Co., Ky., January 21, 1941.

LOOK AT THIS FIELD

It shows our Redstar plants for your orders this spring.

It also shows what good plants, good moisture-holding soil, and early setting can do even in a dry year and without irrigation.

***How Many Can
You Use?***

"There is still a great call for a late berry, something later and better than Gandy," claims Parke A. Jacob, Brooke Co., W. Va.

We believe Redstar will come closer to filling the bill for these growers than any other variety we have ever seen. It is new and there is not a great deal of actual experience to go on, but it looks good here. We have seen it at several of the Northern Experiment Stations and it looks good.

Mr. F. G. McCollum, of Putnam Co., New York, has seen a little of it and says, "Redstar looks good to me. A wonderful grower and the few plants I let ripen fruit gave me a fine yield of large, beautifully colored and delicious flavored berries. I am wonderfully pleased with it."



asking for it—and **HERE** it is!

Redstar makes large, strong, healthy plants and plenty of them for a good fruiting row (see picture). The plants are very productive—much more so than any other high quality, very late variety.

Redstar berries average very large and the largest ones are sometimes slightly ridged (see colored picture on front cover). Fasciation sometimes occurs but has not been serious. The seeds are raised and yellow in color. The skin is tough and very glossy, so that the berries are almost as attractive as Starbright. Berries are bright red in color and do not turn dark. The dessert quality is very good to excellent and when the berries are well grown it is almost equal to the best.

Redstar is considerably later than Chesapeake and Lupton and a few days later than Gandy. Because it is so late and so productive it should be grown on soil retentive of moisture and should be well mulched to help conserve moisture.

In the U. S. Department of Agriculture circular describing it, Redstar is recommended for all the Northern States and as far south as Virginia and west to Missouri.

Northern growers have found that berry prices are highest as the season is ending. Stretching out the season for them means not only handling more berries with a given number of pickers, but it means more high priced berries.

In the box at the right are given five ways to have more good late berries—for better prices and bigger profits. These are not *fads*—they have been proved experimentally by Dr. Russell Eggert in Michigan and others. Dr. George M. Darrow of the U. S. Department of Agriculture, in his article in March, 1941, American Fruit Grower Magazine, suggests them to berry growers interested in later berries.

We do not expect all of you growers will find it possible to do all of these things. We do expect some of you will find it profitable to do some of them. Redstar plants from this field will help make your plans pan out. *Price list, page 35.*

Late Berries for High Prices

1. Plant Redstar — latest good berry.
2. Elevations—each 100 feet higher altitude means 1 day later ripening.
3. Heavy clay soil—4 days later than sandy soil.
4. North slope—berries ripened 10 days later than south slope.
5. Mulching—can delay ripening 10 to 14 days.



These Redstar plants are the best to be found anywhere. They are for your orders.

Aroma

For many years Aroma has been the leading late shipping berry in Arkansas, Missouri, Tennessee, Kentucky and other southern and central states. Here are some of the reasons it has been able to hold this leadership. The plants, though small, are very vigorous and healthy and make plenty of runners for a good fruiting row. They are very productive in regions adapted to Aroma. The berries are beauties. They have a shiny bright red color which darkens very little on holding or shipping. And they have the finest, greenest caps of any variety to enhance their natural beauty. On top of that, they are firm enough to ship long distances and go into market in almost perfect condition.

Aroma has never been a leader in the East, but in the states mentioned as well as Southern Ohio, Indiana and Illinois, it has been a moneymaker.

Aroma ranks third among all varieties grown in this country. It must be good to hold that position year after year. It is good! Our plants will help you grow it at its best. *Price list, page 35.*

Ambrosia

A highly recommended late variety. A vigorous, healthy plant maker. Very hardy and frost resistant. Strong pollinizer. Plants are quite productive of bright, sparkling red berries of delicious quality. Large average size in seasons not too dry. *Price list, page 35.*

Lupton

"Beauty is only skin deep," but that doesn't seem to matter much. Lupton strawberries are beautiful, but under the skin is a flesh that is quite dry and poor in quality. In spite of this the beauty of Lupton berries, together with their large size and fine shipping quality, has made Lupton one of the most profitable late shipping berries. They are grown chiefly in Maryland, Delaware, Pennsylvania, New Jersey and New York, but to some extent in other states of similar latitude. Lupton is grown and sold as "Townking" but the varieties are identical. As stated in the Big Joe description much of the acreage of Lupton is mixed with Big Joe, but if you want them true to name, we have them that way. *Price list, page 35.*

Wm. Belt

A late variety of unusually high quality which is especially adapted to Northern states. When grown in the South the foliage is inclined to have leaf spot. This is not serious in the North where it produces heavy crops of large berries. They are bright red in color and although somewhat irregular in shape they make a nice appearance in the package. For the home garden or on local markets where quality is an important factor, Wm. Belt should be grown. *Price list, page 35.*

Scene in our plant packing house. Note the baskets and packed crates of vigorous, healthy plants. Light, strong crates of various sizes to fit individual orders. To prevent drying, packing is done at floor level with the packers standing in shallow pits so they can work standing up.





ALLEN'S PLANTS PAY

57

In another line of business, this 57 would most likely refer to varieties of a specialized product. With us, this same 57 means *Years of Service*. More exactly we might say *Years of Learning*. W. F. Allen started his business knowing much about strawberries. For *fifty-seven years we have been adding to that knowledge*. We

have cooperated with the Departments of Agriculture in this country to have the best in varieties. We have selected planting stock and prepared land to grow it best. We believe we have learned how to do this **BETTER** for these 57 years. **WE KNOW ALLEN'S PLANTS WILL PAY YOU. TRY THEM AND SEE!**

1 Allen's Plants are well grown. Produced in good, well drained sandy loam soil, the plants can be removed with a minimum of injury to the roots. It is almost impossible to get plants up with satisfactory roots from heavy clay soils, especially if it is dry.

2 True to Name. Careful handling, knowledge of varieties, and rogueing if necessary, enable us to send you the kind you want and pay for.

3 Full count of good plants is assured by our system of grading out weak, poorly developed ones. Not all varieties make large plants, but each will be a good plant of the variety. Most likely plants grown in a very dry year like 1941 will not be quite as pretty to look at as usual. However,

they will be plants that have proved their ability to "take it." They will live and grow and bear.

4 Careful handling keeps plants from exposure to sun and wind and thus they retain a full measure of vitality and "pep."

5 Clean and straight. Plants with dead leaves and runners removed, bunched evenly with roots straightened makes setting easier, quicker and better.

6 Proper packing enables the plants to reach you in good growing condition, fresh and moist.

7 Promptness. Plants are usually shipped within a day or two of date specified, although bad weather may occasionally hold up shipments for a few days.

Good stock is the foundation of success, and that is why we urge you to start on a sure foundation with ALLEN'S PLANTS.

Lackawanna Co., Pa., July 16, 1941. I want to write and tell you that I am very proud of the strawberry plants I received of you in 1940. This year I received, out of 400 Premier plants, 219 quarts of berries. Every one went to market and were very nice. Will order more in 1942.—Cora E. Van Duzer.

Caledonia Co., Vt., May 1, 1941. The strawberry plants arrived April 29th. They were Number 1 plants. I am well pleased with them. If I ever want any more I will send to your company for them and tell my friends and neighbors. Everyone says our berries are the best ever. Thanks for the way you ship them.—Mr. Harris Lund.

Logan Co., Ohio, February 7, 1941. Please quote us prices on 10,000 Dorsett and 4,000 Catskill plants, f.o.b. Salisbury. We have bought your plants and are very well satisfied with them.—C. R. Tanger & Sons.

Dyer Co., Tenn., February 18, 1941. Inclosed you will find order for some Mastodon strawberry plants. Will say I have grown your plants for about 30 years. I can say your plants have been the best I have ever tried. One Big Joe measured 6½ inches. I have grown strawberries for 50 years.—Mr. James O. White.

HOME GARDENS

There are lots of reasons for you to have a home strawberry garden. Let's talk about three of them for just a bit—**DESIRE, HEALTH AND ECONOMY.**

The *desire* for strawberries is universal. They *look* so good, they *taste* so good, they *are* so good that in strawberry time strawberries are just accepted. They belong! If you don't have them, you buy them. Notice in how many magazines advertisers are suggesting and picturing a combination with strawberries to help create a *desire* for the cereals or other food products they are selling? Strawberries fresh from your own garden will please *every member* of the family.

"Stress will be laid on fruit gardens, their permanent value to *nutrition* and economy." This is quoted from a letter giving the objectives of the nationwide gardening program announced in Fall 1941 by the Secretary of Agriculture. Strawberries, as well as other fruits, are definitely needed for *health*. They have much food value and are rich in vitamins. A North Carolina Department of Chemistry circular states: "*Strawberries are equal to oranges in Vitamin C content.*" Even the work of growing them promotes *health*. It is light, pleasant work, teamed up with fresh air and sunshine.

Economy. A strawberry garden will help by *cutting down* on your family food bills. At the same time you are promoting your family's health and enjoyment of life by serving delicious *strawberries*. There are lots of ways they can be prepared and served, each one a delight as well as an *economy*. Other *dividends* from a strawberry garden, berries to can and preserve for winter use, berries to share with your friends and *extra money* from the sale of surplus berries.

*Yum! Strawberry
Shortcake*



and PROFIT PLOTS

These are often just oversize family gardens. They may consist merely of two or three hundred plants, or may have grown to two or three thousand. You can always find a good use for the extra money which these profit plots will help you earn so surely and so easily. They fit logically into so many situations. Here are just a few.

Not much land is needed. Many gardens can be extended to find space. A city lot will do. An odd corner on the farm where it is hard to use big machinery.

Beginners can do it successfully. Previous experience is helpful but not necessary.

A crop suitable for boys and girls. Nothing fits in better with vocational club projects.

Old folks often find the strawberry plot a profitable outlet for what work they feel able to do.

A money making side line for poultrymen.

Truck growers find that strawberries come early. They provide some early money and the harvest is out of the way of vegetable and other fruit crops.

Part time workers, or those with short hours, can handle a "profit plot" with pleasure and with gain both to health and pocketbook.

You will be interested in reading what others think of their Home Gardens and Profit Plots.

Owen Co., Ind., June 14, 1941. "From our last strawberry plants we ordered from you **we have had a wonderful crop** and I have two strawberries that filled a pint jar. One measured $8\frac{1}{2}$ inches around. I had to mash it some to get it in the jar."—Mrs. T. T. Melick.

Fulton Co., New York, January 20, 1941. "Two years ago we bought **400 plants** of frost proof Premier. We **picked 415 qts.** of nice large berries. We sold most of them as fast as we picked them."—Mr. Roy M. Weaver.

Wayne Co., Pa., May 25, 1941. "Two years ago I bought about 1,200 plants from you. **I picked nearly a quart from each plant.** This strawberry plant patch was my project in a vocational agriculture course at our High School. When it was completed I entered it in the Small Fruit Division of the Pennsylvania State Project Contest. **I won second prize.** I am inclosing an account of that project: **Total Receipts, \$148.98; Total Expenses, \$59.28; Net Profit, \$89.70.**"—Donald Bryant.

Clarion Co., Pa., January 20, 1941. "I am 63 years old and have raised strawberries in a small way for nearly 50 years, mostly from 200 to 500 quarts a year for myself and neighbors. I used to plant Senator Dunlap. The last three years I have raised Catskill. It's a good variety to produce. **Last year I picked 300 quarts off a patch 36 feet square.** It set in wet just when they began to ripen and rained nearly every day for two weeks. **I didn't know so many berries could grow on a small patch.**"—Mr. H. M. Graybill.



Winnebago Co., Wisc., June 22, 1941. "I am working up a big trade on my Gem berries. I am cutting out some of my garden and setting it out to the Gem. I have been picking today. Talk about large and beautiful berries! They are the ones and a big yielder for me. This picture that I am sending is part Gem."—Mr. Carl W. Rogers.

Genesee Co., New York, February 26, 1941. "**Fairfax is a wonderful berry here.** I am going to try Mastodon again as well. I have never tried **your** Mastodon plants before. It is amazing how many berries one can sell from a small garden."—Bernice C. Neff.

Culpeper Co., Va., April 1, 1941. "You will find check inclosed for 300 **Premier** strawberry plants. This is the third order I have sent you and have been well pleased. The Sanitary Grocery Co. insisted on buying my entire crop last year. **They were the nicest berries I ever saw.**"—Mr. T. W. Latham.

Butler Co., Ohio, March 17, 1941. "In setting we never lose more than two or three plants out of a thousand. Last year we **sold \$180.00 off of a thousand Premier and sold them all right at the patch.** We live on U. S. 42 and could sell twice as many if we could take care of them, but myself and four children take full care of the berries as my husband works in town. We only have six acres of land and have to care for them all by hand but **sure enjoy the work and extra money, too.**"—Mrs. Edwin Pater.

Westmoreland Co., Pa., April 8, 1941. "Two years ago I sent you an order for 3,000 plants containing Catskill, Fairfax and Premier. **I had never grown strawberries in my life. I followed your instructions very closely and got very good results.** When I saw them I couldn't believe my own eyes. They were so very large. The orders came in faster than we could pick them. I was so very, very pleased that I am sending you another order knowing that I will receive the same high quality."—Mr. Paul A. Verchuck.



Picking Gem berries on November 8th, 1941. These sold for 25-30 cents per quart at our roadside market.

EVERBEARING STRAWBERRIES

The amazing increase in the popularity of Everbearers is due to their appeal as a delightful and useful home garden crop and to their showing as a money crop!

They are a treat! Some of the varieties have a high dessert quality and are good to eat right off the vines. Others are just tart enough to need a little sugar to bring out their full flavor.

Out of season—but here they are. Berries in August, September, October, November. Berries in the garden—fresh berries on the table—strawberry shortcake, berries to surprise your friends and share with them. Big luscious berries when they are not supposed to be here. That's what has appealed to so many.

You don't have to wait. No other fruit crop can touch them for speedy action. Just imagine setting plants in March or April—and harvesting a crop from August to November of the same year. They start bearing only a few weeks after the plants are set.

Easy to grow. See next page for details, but remember here that any good garden or farm soil that will grow spring berries or other garden crops successfully will produce Everbearing strawberries satisfactorily.

A good cash crop! Here's how it started. A few plants did well in a garden. More were set the following year. These yielded enough for a surplus. The berries were so easily sold at such good prices that larger plantings were made to grow berries for local market. Now many fall berries are shipped even to wholesale markets. In marketing we have found pint baskets more suitable for Everbearers than quarts. We caution growers not to jump into Everbearers blindly as a business. Try a few hundred, or even a few dozen, first. If these do well it is logical to expand.

The spring crop. This gives the grower a second chance. If the expected summer and fall crop does not come up to expectations (and fall crops are not as sure as spring crops) it isn't as bad as it might be. There's a spring crop coming along just as if you had planted regular spring varieties in the first place. Mastodon and Green Mountain are the best spring croppers among the Everbearers.

HELP YOUR EVERBEARERS DO THEIR BEST

Much is expected of Everbearers in a very short time. Therefore, special attention to a few very important points may be helpful in bringing in a crop of superfine fruit. Generally speaking, everbearing berries are grown by the same methods as regular varieties. However, we do know that the growing hints listed below will be helpful if followed by those who wish to make the most of their Everbearers.

Start with good strong plants.

Select good land and have it well prepared.

Set plants early while both soil and plants are in good condition; the soil cool and moist, the plants not devitalized by a heavy growth of leaves and blossoms.

Start hoeing and cultivating soon after the plants start putting out new growth. Make sure to uncover any buds that may have been covered by too deep setting or by rains washing soil over them.

Cut off the spring blossoms as soon as they appear. As the summer blossoms start coming, cut them off at least once a week until about the middle of July. This enables the plant to build up strength for berry production later on when berries are more saleable.

The hill system is best. Removal of runners not only builds up stronger individual plants, but increases blossom and fruit production. Cut off all runners or let each plant set only five or six runners and the summer and fall crop will be greater and the berries larger. Of course they can be allowed to form a wider spaced row with good results on favorable sites and with a better chance for the spring crop.

Planting distances. These may be varied to suit the convenience of the grower. In small gardens where all hand work is intended, they may be set as close as 15 inches apart each way. Rows 30 inches apart with 15 inches in the row will allow for some horse cultivation. The double hill row is being favored by many larger growers. In this the total distance from center to center is about $3\frac{1}{2}$ feet with the plants in each double row about 15 inches apart each way.

Mulching. Experiments indicate that summer mulching increases total yield little or none. However, by helping keep down weeds it reduces labor and by keeping berries clean and bright it increases the value of the fall crop. Mulching can be used much more effectively if grown in hills or in very thin rows. When used it should be applied about June 20th to July 1st, by which time any new runner plants desired will have started. From two to three tons of wheat straw, marsh grass, or other fine material should be used per acre. See page 31.

Manure and fertilizer. We are convinced that heavy feeding is essential for big crops of everbearers. Stable manure broadcast heavily before plants are set and green crops plowed under is very helpful. Several applications of commercial fertilizers, mostly nitrogen and phosphorus applied during the summer may be used. Great care must be taken to see that fertilizer is applied when the foliage is thoroughly dry and that any which lodges on the leaves is brushed off at once.

Ample moisture helps the plant growth, fruit production and the efficiency of fertilizer applied. Therefore, select springy land full of organic matter, cultivate or mulch to conserve water and use irrigation.

Cycles. All the Everbearers have cycles of fruiting. None of them bear every day from midsummer to freezing weather. In Maryland Gem stands the heat better and is far more productive in August and early September. Mastodon and Wayzata are at their best a little later. Green Mountain is latest of all to reach its best production. Commercial growers therefore may want several varieties to have continuous bearing during late summer and fall.

Yields. One pint per plant set is probably as good as the average. Much better yields are often obtained by growers under good conditions. Yields as high as two-quarts per plant have been recorded.



Everbearers on display. We've found the 15-pint flat just the thing.



MASTODON

"In my opinion Mastodon berries are the aces of the strawberry world. In April, 1939, I bought 2,000 Mastodon plants and set out 10 rows. These bore fruit August 1, 1939, and we had plenty of berries to use and sell. I sold 800 quarts to our local store and could have sold more. I can sell more berries than I seem able to produce, at a nice profit.—Mr. Milburn Sloan, Trumbull Co., Ohio., May 12, 1941.

"I have only a small house garden but the 50 Mastodon I got from you have been wonderful and I want 50 more of the same."—Mr. Herman F. Arendtz, Suffolk, Mass., April 16, 1941.

Letters like these from large growers and from small growers are received each year telling about their good results with Mastodon. In spite of the fact that we say we like Gem better, and that Gem is better with us in Maryland, our plant sales of Mastodon continue larger than those of Gem.

We believe one of the main reasons why Mastodon is so generally popular is because it makes such rugged plants, like the ones shown above. When growing conditions are good, Mastodon responds like other varieties and makes a good showing. When conditions are bad, the rugged Mastodon plants survive and make a fair showing anyway—while some of the varieties with weaker plants fall down rather badly.

Mastodon usually makes plenty of young, robust, new runner plants. They are productive of large, well shaped, good quality berries. It's a good variety for the home garden and growers who get good yields can make nice money with Mastodon.

In addition to its summer and fall crops, Mastodon is one of the best midseason berries for the regular spring crop. You always have a second chance when you plant Mastodon. *Price list, page 35.*

Green Mountain This is a fine Ever-bearing variety and an equally fine very late regular season kind. Our stock of plants is so short we don't dare tell all the good things we know about the Green Mountain. It likes heavy soils and cool climates. Plant is stronger, more vigorous grower than any Everbearer except Mastodon. Berries sweet, rather dry, beautiful yellow seeds, glossy skin, very attractive, good shippers, sell well.

Popularity increasing. "I am ordering Green Mountain from you because I have found them superior and better than any other variety of Everbearer in this locality," says Israel Norden, Dawson Co., Nebr., March 25, 1941.

"I consider Green Mountain the finest Everbearer of more than twenty varieties I have tried."—Mr. Chas. M. Peterson, age 91, Summit Co., Ohio, March 7, 1941.

It is chiefly a Northern berry but enthusiastic reports have come to us about Green Mountain from higher altitudes as far south as North Carolina. *Price list, page 35.*

Wayzata Best tasting of all the Everbearers, Wayzata is a good one for the home garden. It has been at its best in Minnesota, Wisconsin and other Northern States. Wayzata is a heavy feeder and must be heavily fertilized for best results. The plants make very few new runners so it is well adapted to growing by the hill system. Wayzata plants that fail to make any runners will often make a very strong growth with lots of leaf area and several good strong crowns in each plant. Some growers sell these as "Clump Plants." We have a limited supply of such plants that we can supply at 10c each. *Price list, page 35.*



WE LIKE IT BEST!

Of all the Everbearers, Gem, here in Maryland, produces the most large, firm, nice looking berries. They sell for highest prices, too. Quality good, slightly tart but with a fine flavor.

The plant growth of Gem is very vigorous, if it gets a good start, but the plants are not as rugged as Mastodon. They need to be set early. They thrive if cool and wet, but may falter if hot and dry.

Gem berries are beauties, being almost as light and just as attractive as Blakemore. This makes them easy to sell—at good price

Even though we sell more plants of Mastodon, Gem runs a good second and has many friends! Here are reports from some of them and in widely scattered states.

MANITOBA, CANADA. "The berries I got from you were just as good as you said they were. *Gem was outstanding.* There must be more than one strain of this variety as yours were much more fruitful than Gem of British Columbia origin."—Mr. F. W. Simms, April 4, 1941.

RHODE ISLAND. "I think *Gem* a splendid berry. I always regret seeing the late frosts take them while still hanging full of blossoms to large green berries. *They are wonderful bearers.*"—Mrs. L. D. Hoskins, Washington Co., April 12, 1941.

WISCONSIN. "I began picking Gem today. *They are big yielders for me—large and beautiful berries.*"—Mr. Carl W. Rogers, Winnebago Co., June 22, 1941.

TEXAS. "Gem plants do well on my land. The enclosed clipping tells about a large Gem berry measuring 5 inches in circumference found on my plants last fall. One particular plant had about a dozen large berries on it. These same plants have another nice crop on them now to ripen about the middle of November."—Mr. J. E. Scarborough.

Gem is not only a good home garden everbearer, but its superior productiveness make it one of the best to plant for profit. As the Canada letter above suggested, we have an excellent strain of Gem, but don't wait too long before ordering as the supply of Everbearing plants, like the others, is much less than last year. *Price list, page 35.*

Champion (*Progressive*) This was the first good Everbearer. It is still the sweetest of all. The plants are very productive although the berries are rather small. Champion is not as strong a grower as the Mastodon or Green Mountain, but has done well in most states and is one of the best in the South. Sweetness and productiveness are the strong points of this variety. *Price list, page 35.*

Gemzata A new Everbearer, said to be a cross of Gem and Wayzata. It looks good. The berries with us again this year had the light attractive color and firmness of Gem, together with much of the high quality of Wayzata. Quite productive. *Price list, page 35.*

COMMON SENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

Experience, though valuable, is not necessary. Common sense methods enable even the beginner to grow strawberries successfully.

CLIMATE

All forty-eight states of this country as well as Canada and Alaska on the north and several countries farther south produce strawberries successfully. In the far South, berries ripen and are shipped during the winter. Far north they bear in midsummer. The greater bulk of the crop comes in during April, May and June from the temperate regions. With varieties adapted to these different sections, no one need hesitate to plant strawberries because of climatic conditions.

SOIL AND SITE

Any good garden soil can be expected to produce satisfactory crops of strawberries.

The ideal soil for strawberries is a fertile, deep, well-drained sandy loam. They are grown successfully on lighter sandy soils as well as on heavy clay. All of the soil types are made more suitable by adding organic matter, whether in the form of stable manure or green manure crops. Adequate moisture is very essential. Organic matter added to any soil types increases the water-holding capacity. Some soils are naturally springy, others may have plenty of moisture by reason of a low elevation and high water table.

In regions where late frosts are frequent, a slight slope is desirable to give good air drainage. A southern slope, being warmer, will start growth quicker and bring the crop into bearing earlier, but for that very reason is more subject to late frosts. A northern slope, on the contrary, will be later, but less likely to be injured by late frosts. On sites where erosion starts quickly, the rows should be planted with the contour of the slope rather than up and down. In regions where late frosts are not usually a serious factor, many fields of low elevation make ideal strawberry sites.

If land that has been used for hoed crops is selected, it will simplify the problem of keeping weeds and grass out of the strawberry patch.

Although several successive crops of strawberries are sometimes grown on the same land successfully, it is not considered good practice and the site should be changed every few years if possible.

Sod land should be avoided if possible, as the white grubs winter over in such land and cut off the young plants soon after they are set the following spring. If you have no other land available, plow it in the fall, harrow it during the winter and early spring as often as you can, and many of the grubs will be killed out.

Selection of a site on a North slope together with adequate mulching may delay ripening as much as a week or more. Berries coming on after the bulk of the crop has been harvested might bring much better prices.

PREPARING THE LAND

A mellow, friable soil in a good state of tilth is desirable for strawberries and helpful in getting good results. 73% of strawberry plant roots are in the top three inches of soil, 90% in the top six inches. It is easy to see the importance of having these few inches of topsoil in as good condition as possible.

The land should be plowed in late winter or spring. If a rye or other sod cover crop has been grown, the soil will work up better if the sod is disced thoroughly before plowing. After plowing, disc again if necessary and harrow land to level it so that a nice soft even planting bed is formed. The rows can then be marked off and plants set at desired distances.

If commercial fertilizers are to be used in the row under the plants, the rows should be run out three or four inches deep. Fertilizer is then applied and thoroughly worked in, after which the soil is thrown back into the furrows and again levelled off with drag or rake.

ORGANIC MATTER

Soils well filled with organic matter are essential for big crops of strawberries. Barnyard manure and green crops turned under are the main sources of organic matter. More important than the fertility they contain is their effect on the moisture holding capacity of the soil.

Barnyard Manure

applied to soil (10-20 tons per acre) is the best possible treatment for strawberries. On light soils it should be broadcast in fall, winter, or very early spring after plowing, and then disced in thoroughly. On heavy soils it may be better to broadcast first and plow the manure under. Very satisfactory results are usually had if a heavy application has been made to the previous crop. Coarse strawy manure is also used with good results as a mulch to cover fruiting beds.

Green Manure Crops.

For summer crops, peas, beans, some clovers, lespedeza, sowed field corn, or a rank growth of weeds and grass may be used. For winter crops, rye, wheat, oats, etc. are good. Legumes are best if you can get a heavy growth—although strawberries following soybeans do not do well. We like best for this latitude, cowpeas for summer, rye for winter.

We Recommend for You

the crops that will make the heaviest growth. Summer green manure crops should be plowed under when they have the greatest amount of green growth and before maturing seed. Green growth rots quickly and the absence of seed makes cultivation simpler. Of course winter crops like rye, when grown for strawberries, must be plowed or disced in late winter or very early spring. This is necessary to get the land ready to set the berry plants as early as they should be set.

CHEMICAL FERTILIZERS

Soils that are naturally fertile or have had frequent applications of barnyard manure may show no beneficial effect from any chemical fertilizer. A rank healthy growth of plants with vigorous dark green foliage is evidence that it is not needed.

When fertilizers are indicated, we recommend as a plant grower and starter
600 lbs. per acre of 5-10-0

This is for use in the drill before the plants or as a side dressing applied after setting. Broadcasting before or after setting will do no harm but is not economical for this crop. The 8% of nitrogen may vary from 3-6% and the 10% of phosphorus from 8-12%. Any or all of the following can be used satisfactorily to make up this mixture. Dissolved bone, tankage, cottonseed meal, dried blood, fish—superphosphate, steamed bone, bone meal. In fact, most any phosphorus or organic source of nitrogen is O.K. Do not use salts of either potash or nitrogen (such as nitrate of soda, etc.) where they can come in direct contact with the roots of strawberry plants. They will surely injure or kill in dry seasons—possibly even where plenty of moisture is available.

For fruiting beds we recommend
600 lbs. per acre of 6-8-2

For best results this application should be made in late August or early September. These figures are not exact. A variation up or down in the amount to be applied as well as the percentage of Nitrogen, Phosphorus and Potash may be entirely satisfactory.

It is most important to apply this mixture when the foliage is thoroughly dry and to brush off promptly any material which lodges on the leaves. The nitrogen may be made up from nitrate of soda, sulphate of ammonia, tankage, fish, in fact any regular nitrogen fertilizer including some organic and some inorganic sources. Phosphorus from dissolved bone or superphosphate. Potash from muriate of potash.

Nitrogen is the most important of these fertilizer elements. Phosphorus also is generally helpful. We have not had much, if any, response from potash but have included a small percentage as insurance because of the good results claimed from its use by some others.

The main reason for suggesting late summer applications to fruiting beds is that if applied then the nitrogen stimulates fruit bud formation and strong crown development. Spring applications are more likely to make merely a rank vegetative growth. For this reason very weak beds or second year beds may sometimes respond satisfactorily to spring applications.

SOIL ACIDITY AND LIME

Strawberries grow best in a soil that is slightly acid. They grow satisfactorily in soils running from slightly sweet to moderately acid. They will hardly grow at all in soils that are moderately sweet or very acid. For those familiar with pH tests for soil acidity we can say that the optimum is from 5.7 to 6. The range of satisfactory growth is from 5 to 7 and they will survive within a range of 4 to 8. Experiments in Virginia and elsewhere demonstrate that strawberries will thrive under more acid conditions if there is a large content of organic matter. If lime is to be used to correct a very acid condition we would prefer to have it applied to the previous crop or at least during the fall preceding spring setting.

Even though strawberries are known as an acid soil crop, yet some soils are so acid that an application of lime will be of great help. On the other hand, unless excessive amounts of lime have been added, very few soils need be avoided on account of their lime content.

Set Plants in Spring Early

Early spring is the logical, natural, and most successful time to set strawberry plants. Don't neglect setting some plants this spring, 1942, if you want a crop in spring or early summer, 1943. Fall planting (even if plants live) will mean little or no crop until the season of 1944.

Everbearing varieties, even more than others, should be set early in the spring because they bear their best crop in the summer and fall of the same year and need the best possible start.

HOW EARLY?

Just as soon as weather permits getting ground ready. In the South, February, March and early April. In the middle states, March and April. In the Northern states, April. Also, the first half of May in late seasons and in states far north.

WHY SO EARLY?

- 1 Because strawberry plants live better and grow better if set early while soil is still cool and moist.
- 2 Because plants set early start growing early—and new runner plants made in early summer are much more productive than those made in late summer or fall.
- 3 Because plants, freshly dug for late setting, have produced a heavy foliage growth. This drains much of the vitality from the roots. Such plants are more likely to spoil in transit, and less likely to grow after setting than plants dug and set before they have made so much growth.
- 4 Avoid late setting or consider it a gamble.

- (a) Late setting in a hot, dry season—chances very poor.
- (b) Late setting in a cool moist season—chances fair.
- (c) Regardless of weather, chances with late setting are much better if plants have been dug early and held in storage at 32 degrees F. until ready to set.

THE CARE OF PLANTS

Set plants on arrival if possible. It will help if roots of plants can be dipped in water to allow both roots and leaves to plump up for some time before setting. When plants are carried to the field for setting it is most important to keep them covered so the roots will stay fresh and moist. A windy day is bad for setting because it dries out the roots so fast.

To keep plants a few days remove top of crate and loosen plants a little but keep roots covered with the wet moss. Put them in a cool place. With early shipments (say up to April 15th) plants so treated should keep several days in good condition.

Late shipments or those to be held a week or more should be heeled in. Dig a trench four to six inches deep, open the bundles and spread them in a thin layer with buds just at the surface of the ground. Cover with two or three inches of soil. Wet the soil and plants thoroughly. A light covering of straw or other mulching material will protect the plants in case it gets quite cold before setting can be done.

Plants dug in March while still dormant and stored at 32° F. have proved very satisfactory. Where setting cannot usually be done before May 1, this practice is recommended if cold storage facilities are available. Several years' tests by the New York Experiment Station showed better results from storage plants than from freshly dug plants in all cases where setting was done May 1st or later—Just as good results when setting was done as early as April 15.

Small lots of plants can be kept in excellent condition for many days in the family refrigerator or ice box if there is room.

CLIPPING THE ROOTS

When set with spade or trowel it is usually not necessary nor desirable to clip the roots of strawberry plants because they can be set without having the roots doubled up. However, if plants are extra long rooted, if a horse drawn transplanter is used, or if any less efficient method of planting is followed, clipping the roots down to about four inches long will help. This will make it easier to get a good job of setting and it does not injure the plants.

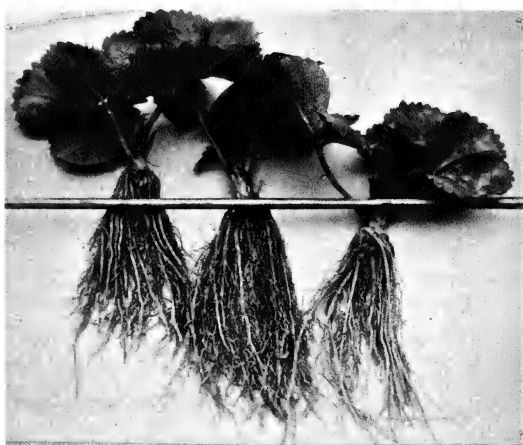
DISTANCE TO PLANT

We recommend setting plants in rows $3\frac{1}{2}$ to 4 feet apart, or even as much as $4\frac{1}{2}$ feet if the soil is very fertile. The plants should be set 15 to 30 inches apart in the row, depending on the variety, the condition of the soil, earliness of setting and the vigor of the plants used. If these things are all favorable, free growing varieties can be set safely at least two feet apart, but if set late in the season, they should be set as close as 15 inches to 18 inches apart.

In small garden plots or where the hill system is used, distances can be varied to suit individual plots. 7,000 plants per acre is a safe number to calculate for larger plantings.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows		In the row	Total per acre
3 ft.	apart	18 inches	9,680 plants
3 ft.	"	24 "	7,260 "
$3\frac{1}{2}$ ft.	"	18 "	8,297 "
$3\frac{1}{2}$ ft.	"	24 "	6,223 "
4 ft.	"	18 "	7,260 "
4 ft.	"	24 "	5,445 "
3 ft. 8 in	"	20 "	7,128 "



TOO SHALLOW JUST RIGHT TOO DEEP

METHODS OF SETTING PLANTS

A trowel, spade or dibble are the tools most often used in setting plants—and a good job can be done with them. It is important to have the roots straight down. Spreading them might help a little but not much. Hold the crown just as the surface of the ground so that when the soil is packed back against the roots with the hand or foot, the bud will not be covered nor the roots exposed. See picture for proper depth of planting.

Where a horse drawn transplanter is used, it takes skill and experience to get the buds at just the right level and to keep from slanting in the plants. Nevertheless, many large growers have pretty good results in setting with the transplanter.

Plants dug and set late often have rather short, partly dried up roots and very long leaf stems. The plant is topheavy and the tendency is to even up by setting too deep. *This must not be done.* It is alright to cut off the leaves and part of the leaf stems but the *bud* must not be covered if the plant is to live and grow. With these late plants use special care to keep the roots wet and press the ground firmly against them when setting.

CULTIVATION

Uncover the buds. The plants should be cultivated and hoed soon after they have started growth after being set out. It is very important at the first hoeing to uncover the buds of any plants which may have been planted too deep or have become covered after planting. If this is not done very early many of these plants will die. Most of them will not recover in time to amount to anything even though they might live all summer. On heavy soils this is even more important and in some cases is the biggest single factor in failing to get a good stand of vigorous growing plants.

Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds. It is not necessary to practice deep cultivation. A depth of one to one and one-half inches is deep enough for the hoe, or perhaps slightly deeper with the horse cultivator. Frequent cultivation should be given even though weed and grass growth is not a serious problem. It is important to remember also that two cultivations made in time are much more helpful and much less work than one made after grass and weeds get bad.

Frequent hoeing and cultivation make larger, stronger fruiting beds and a better crop of berries. We have found this to be especially true in getting a good bed of Chesapeake and other varieties which normally do not make many plants.

CUTTING THE BLOSSOMS

Blossoms should be removed from newly set plants as soon as they appear. To allow them to set berries and mature them involves a drain on the vitality of the plants. Removal of blossoms aids the plants in overcoming unfavorable conditions and in starting growth and runner production quicker.

TRAINING

We believe the well spaced matted row is the best system for getting the largest crops of the best berries. From four to eight plants per square foot are ample for fine results. If it can be done economically it will pay berry growers to use some method which will prevent thickly matted rows.

Don't be too fussy about exact spacing distance, but here are four suggestions.

- 1 Form a wide fruiting row (up to 3 feet) with the first runners.
- 2 Many surplus runners can be pulled or cut off with little extra cost if those who do the hoeing realize these extra runners are just as harmful as weeds.
- 3 When plants have started to run freely avoid close horse cultivation—let them spread some.
- 4 When plants for full width fruiting row have become established and there are still lots of extra runners, drive across the beds with light rake or harrow to pull runners to first one side of row and then the other where they can be cut off with rolling cutter.

ADVANTAGES OF SPACING

Fields that have been restricted to a maximum of six to eight plants per square foot of row have the following advantages over fields where plants are very thickly set.

The total yield will be larger.

The berries will be much larger in average size.

They will stand wet weather with less rotting. Berries will not run down in size as fast, especially in dry seasons. Mulching materials can be used more effectively. Conditions for perfect pollination of the blossoms are more favorable. Berries are better in quality. Berries are easier to pick, resulting in less over-ripe berries. Spacing will pay if the cost can be kept fairly low.



MR. GRANT CANTWELL

With his knowledge of plants and love of the soil, Mr. Grant (as he is called by everyone) has been a valued worker for us for over forty years. He has had charge of setting and cultivating our fields of plants.

MULCHING

A mulch is applied for one or all of several reasons: First, to guard against winter injury to roots and crowns by protecting them from the extremely low winter temperatures. Second, to avoid lifting the plants by the freezing and thawing of the soil in winter. Third, to keep the soil cool and moist and to retard or check growth of weeds and grass during the season when fruit is being produced. Fourth, to keep berries from being spattered with dirt by rain during fruiting season. Fifth, by delaying blooming it tends to prevent injury by frost in the spring.

Time of Application. Experiments have shown that plants gain in hardiness during the winter and are much more resistant to low temperatures in March than in November. Thus the mulch can be applied early and removed early even before the last freezes are over unless it is left to delay blooming either to escape late frosts or to aim for a better late berry market.

Dr. Roberts obtained complete protection from an application made *before* first freezing weather but much injury to both crowns and roots from an equally heavy application *two weeks later* after a freeze had occurred.

Generally speaking, mulches are not needed for winter protection South of Washington, D. C. Also the danger from partial smothering is greater unless watched carefully. In some sections of the South a mulch of light straw or pine needles is applied after

cultivation in the spring to give the other benefits of mulching if winter protection is not needed.

The amount of mulch required varies from one to four tons per acre. In removing the mulch the larger amounts should be raked up and removed from the field. The smaller amounts may be pulled to the center between the rows with enough left on them to work down between the plants in the row.

The practice of leaving a mulch on to avoid late frosts involves much risk, and should be attempted only by experienced growers or on a small scale.

Materials. Wheat straw and marsh grass are considered the best materials, but rye, pine needles, coarse strawy manure and various kinds of hay roughage can be used to advantage. A good practice is to use the materials which are readily available at a reasonable price.

IRRIGATION

Various forms of irrigation are used by growers in different sections. *Any method which economically supplies needed water*, especially just before fruiting time, *will be helpful and worth while* for strawberries. However, it is not necessary for good results. Most of the good berry crops in this country are produced on good strawberry land that has been well filled with organic matter by the addition of stable manure or green manure crops.

SPRAYING

Spraying is not usually necessary in growing strawberries successfully. Care in buying healthy plants and in selecting varieties immune or resistant to diseases and insects is much more important. When disease and insect troubles do occur we will be glad to help if we can. A service folder describing symptoms and control measures for some of the more important troubles has been prepared. This will be mailed on request. We suggest, however, that growers who are having serious trouble with their berries should get in touch with their county agent who should be familiar with local problems. These could not be covered adequately for all sections in any general circular.

FOR THE SMALL GARDEN

600 lbs. of fertilizer per acre means about 1 lb. for each 20 feet of row.

Canvas irrigation hose adequate for small berry or vegetable gardens, can be attached to regular garden hose, using city or home water supply.

In setting, hold the plant against the straight side of opening made with spade or trowel. Fill in loose dirt on the other side and pack firmly against the plant with hand or foot.

No matter how long or how short leaf stems, fruit stems, and roots may be at time of setting—have the *bud* of the plant just at the surface.

If it is dry when you are ready to set plants turn on the sprinkler or hose and moisten the soil some before setting. This is safer than setting plants in dry soil and watering afterward.

Order 7 plants for each 10 feet of row you want to set, or figure about 5 square feet for each plant. Thus for a plot 10 ft. x 10 ft. you would need about twenty plants.

Collections for your Convenience

ALL-SEASON STRAWBERRY GARDENS

You get this assortment

<div style="display: flex; align-items: center;"> <div style="font-size: 4em; margin-right: 5px;">{</div> <div style="margin-right: 10px;"> Dorsett—for early berries Fairfax—second early Catskill—medium to late Gem—everbearing </div> </div>	<u>100 Plants</u> —	<u>Collection A</u> 25 of each kind (4 lbs.)	\$1 ⁵⁰
	<u>200 Plants</u> —	<u>Collection B</u> 50 of each kind (8 lbs.)	\$2 ⁵⁰
	<u>400 Plants</u> —	<u>Collection C</u> 100 of each kind (16 lbs.)	\$4 ⁵⁰

All luscious, finest quality, most productive and dependable varieties of berries.

EVERBEARING GARDENS

You get this assortment

<div style="display: flex; align-items: center;"> <div style="font-size: 4em; margin-right: 5px;">{</div> <div style="margin-right: 10px;"> Gem—The little giant everbearer Mastodon—The universal everbearer </div> </div>	<u>100 Plants</u> —	<u>Collection D</u> 50 of each kind (4 lbs.)	\$1 ⁸⁵
	<u>200 Plants</u> —	<u>Collection E</u> 100 of each kind (8 lbs.)	\$3 ³⁵

DEPENDABLE PROFIT PLOTS

You get this assortment

<div style="display: flex; align-items: center;"> <div style="font-size: 4em; margin-right: 5px;">{</div> <div style="margin-right: 10px;"> Dorsett Fairfax Catskill </div> </div>	<u>600 Plants</u> —	<u>Collection F</u> 200 of each kind (22 lbs.)	\$5 ⁰⁰
	<u>1500 Plants</u> —	<u>Collection G</u> 500 of each kind (50 lbs.)	\$11 ⁰⁰
	<u>3000 Plants</u> —	<u>Collection H</u> 1000 of each kind (90 lbs.)	\$21 ⁰⁰

These collections are designed especially for States in the latitude from Virginia and Missouri northward, and in higher altitudes farther south.

PREMIER, the hardest variety of them all, may be substituted for Dorsett in any of these collections at your request. Premier is recommended as a substitute for Dorsett in Northern States or on sites where late spring frosts are likely.

Order by collection number: Collection A, Collection B, etc.

These prices are F. O. B. Salisbury, payment with order. Add postage figured from approximate weight given in Parcel Post table on page 33. The larger collections (400 plants or more) will go cheaper by express collect.



Good plants—packed to arrive in good condition

USE THE COLLECTIONS!

If you just want some good strawberries for the home garden or small commercial planting, *use the collections*. No long study of varieties is necessary. You will get safe, dependable time-tested varieties, the best of them, if you *use the collections*.

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INSTRUCTIONS TO PURCHASERS

Terms. Cash with order. Remit by Money Order, Bank Draft, or Cash in Registered Letter. No C. O. D. shipments, without part payment.

Packing. No extra charge made for packing at prices quoted on page 35.

Time of Shipment. We ship plants from November 1st to May 1st. See paragraph on page 29. "Set plants in spring—early."

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

Late Shipments. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WHEN TO ORDER—AND HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. *Write plainly*, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. *Be sure to fill in your County on the order sheet.*

Express is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

Parcel Post. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately *4 pounds per 100 plants*. Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distances given herewith, or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send.

Be sure to send enough postage as any excess will be returned.

If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

Zone	Miles	1st pound	Each additional pound or fraction
1st.....	0 to 50.....	8 cts.....	1 1/10 cts.
2nd.....	50 to 150.....	8 cts.....	1 1/10 cts.
3rd.....	150 to 300.....	9 cts.....	2 cts.
4th.....	300 to 600.....	10 cts.....	3 1/2 cts.
5th.....	600 to 1000.....	11 cts.....	5 3/10 cts.
6th.....	1000 to 1400.....	12 cts.....	7 cts.
7th.....	1400 to 1800.....	14 cts.....	9 cts.
8th.....	1800 up.....	15 cts.....	11 cts.

WE HAVE NO AGENTS—If you want to be sure of getting Allen's plants, order direct from this catalog. Many agents buy their plants where they can get them the cheapest, regardless of quality, and sell them for as much, or in many cases more, than the cost of the best. To be sure of getting **ALLEN'S QUALITY PLANTS** at the best price, MAIL your order to us.

PICKING THE WINNERS

Early Premier

The safe early strawberry. Frost proof. Has produced a crop every year for 25 straight years since its introduction. Very productive, profitable and popular in all Northern and Middle States.

Fairfax

Best of all in quality. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted North to Middle South.

Dorsett

Most profitable early berry for us. At its best equals Premier in productiveness. Superior in size, firmness, beauty. Much better in quality. Avoid very cold frosty sites, far North. **Blakemore** light and quite tart is fine, early shipping berry adapted chiefly from Maryland South. **May-time** earliest of all, a new variety with vigor, firmness, beauty, quality, worth trying Virginia to Southern New England.

Midseason Catskill

The safe midseason berry. Nine years without a crop failure. Heaviest producer of any leading variety—more big berries than any other. Good quality, firm, attractive. Adapted from Canada south to Missouri, and North Carolina. Best midseason berry.

Big Joe for the Middle States, **Pathfinder** and **Dresden** for the Northern States are other fine, vigorous, productive midseason varieties.

Late Chesapeake

The aristocrat of Strawberries. For years highest selling late berries. Large, firm, very beautiful, fine quality. Considered shy plant maker but our present strain has always made plenty of plants. Most profitable late berry in many sections.

Starbright, new, similar to Chesapeake in many ways, but handsomer, firmer and better quality. Brings top prices. Worth trying.

Very Late Red Star

The best very late and the latest real good berry. Plant for late berries and high prices. Good quality.

Everbearing Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use and most generally used when planting for profit. A fine spring cropper in addition to summer and fall berries.

Gem

Better than Mastodon with us. More productive, more profitable, berries prettier, better shipper, equal in quality. Not as good as Mastodon for spring crop.

DELIVERED PRICES ON REQUEST—We hope that berry growers who may be uncertain about transportation costs will send us the list of varieties and quantities they are interested in. We will be glad to quote delivered prices. No obligation.

Price List for Spring 1942

Description Page	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	1000 Plants	5000 Plants
Early Varieties								
9 BLAKEMORE	\$.30	\$.45	\$.75	\$1.30	\$ 1.80	\$ 2.20	\$ 5.00	\$22.50
11 Daybreak40	.60	1.00	—	—	—	—	—
8 DORSETT40	.60	1.00	1.80	2.60	3.25	7.50	35.00
6 FAIRFAX40	.60	1.00	1.80	2.60	3.25	7.50	35.00
11 Fairmore40	.60	1.00	—	—	—	—	—
11 Howard 1740	.60	1.00	1.80	2.60	3.25	7.50	35.00
11 Klondyke25	.40	.65	1.10	1.50	1.80	4.00	—
10 MAYTIME40	.60	1.00	1.80	2.60	3.25	7.50	35.00
11 Missionary25	.40	.65	1.10	1.50	1.80	4.00	—
11 Northstar50	.85	1.40	2.60	3.60	4.40	10.00	—
4 PREMIER40	.60	1.00	1.80	2.60	3.25	7.50	35.00
11 Senator Dunlap40	.60	1.00	1.80	2.60	3.25	7.50	35.00
Midseason Varieties								
15 ABERDEEN35	.50	.85	1.50	2.10	2.60	6.00	27.50
14 BIG JOE40	.60	1.00	1.80	2.60	3.25	7.50	35.00
12 CATSKILL40	.60	1.00	1.80	2.60	3.25	7.50	35.00
15 DRESDEN40	.60	1.00	1.80	2.60	3.25	7.50	35.00
14 PATHFINDER40	.60	1.00	1.80	2.60	3.25	7.50	35.00
Late Varieties								
20 Ambrosia50	.85	1.50	—	—	—	—	—
20 AROMA30	.45	.75	1.30	1.80	2.20	5.00	22.50
16 CHESAPEAKE40	.60	1.10	2.00	2.85	3.50	8.00	37.50
20 Lupton35	.50	.85	1.50	2.10	2.60	6.00	27.50
20 Massey40	.60	1.00	—	—	—	—	—
17 STARBRIGHT50	.85	1.40	2.60	3.60	4.40	10.00	45.00
20 Wm. Belt40	.60	1.00	1.80	2.60	3.25	7.50	35.00
Very Late Varieties								
27 GREEN MOUNTAIN75	1.25	2.00	3.50	5.00	6.50	15.00	—
18 REDSTAR50	.85	1.40	2.60	3.60	4.40	10.00	45.00
Everbearing Varieties								
27 Champion60	1.00	1.75	—	—	—	—	—
27 GEM60	1.00	1.75	3.25	4.50	5.50	12.50	60.00
27 Gemzata	1.75	3.00	5.00	—	—	—	—	—
26 GREEN MOUNTAIN75	1.25	2.00	3.50	5.00	6.50	15.00	—
26 MASTODON60	1.00	1.75	3.25	4.50	5.50	12.50	60.00
26 Wayzata	1.50	2.50	4.00	7.60	10.80	13.20	30.00	—
Wayzata Clumps.....	.10 each							

500 plants or more of a variety at the 1,000 rate.

All plants f. o. b. Salisbury, Maryland, at prices quoted.

Send us your list and we will be glad to quote delivered prices.

* Green Mountain plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

W. F. ALLEN COMPANY
SALISBURY, MARYLAND

FAIRFAX.

Its quality is grand!
No other strawberries
are so good
Profitable
too!



W. F. ALLEN COMPANY, Salisbury, Maryland



PREMIER

Early. Leads them
all for sure crops and
big profits.